

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently amended) An advertisement information providing system comprising:  
card sending service providing means for providing a card sending service for sending a card attached with an optional message to a specified addressee;  
first preference trend input means for inputting preference trends of said addressee;  
first advertisement information selection means for selecting advertisement information suitable for the preference trends of the addressee input by said first preference trend input means; and  
advertisement information adding means for adding advertisement information selected by said first advertisement information selection means to said card,  
wherein the selecting advertisement information includes that upon provision of a plurality of advertisement information from an advertisement provider the first advertisement information selection means selects the advertisement information from the plurality of advertisement information;  
wherein the addressee has been preliminarily determined by the advertisement provider upon selection of the advertisement information; and  
wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the addressee for the selection.

2. (previously presented) An advertisement information providing system according to claim 1, further comprising:  
second preference trend input means for inputting preference trends of a card sending client;  
second advertisement information selection means for selecting advertisement information suitable for the preference trends of said card sending client input by said second preference trend input means; and

advertisement information presentation means for presenting advertisement information selected by said second advertisement information selection means to said card sending client.

3. (previously presented) An advertisement information providing system according to claim 1, wherein said first advertisement information selection means comprises:

advertisement information display means for selecting a plurality of advertisement information suitable for the preference trends of the addressee input by said first preference trend input means, and displaying a plurality of advertisement information selected for a card sending client; and

second advertisement information selection means for making said card sending client select one piece of advertisement information from amongst the plurality of advertisement information displayed by said advertisement information display means.

4. (previously presented) An advertisement information providing system according to claim 1, further comprising:

sending history storing generation means for storing a card sending history for a card sending client, and said first advertisement information selecting means, based on the card sending history stored by said sending history storing generation means, selects advertisement information suitable for the preference trends of the addressee, except for advertisement information which has already been provided to said addressee.

5. (previously presented) An advertisement information providing system according to claim 1, further comprising:

utilization frequency counting means for counting a utilization frequency of the card sending service by a card sending client; and

additional information change means for changing additional information to be added to said card, based on the utilization frequency counted by said utilization frequency counting means.

6. (previously presented) An advertisement information providing system according to claim 5, further comprising:

card sending means for sending a card attached with said advertisement information and said additional information to said card sending client; and

first advertisement information output means for outputting advertisement information specified by said additional information, by simultaneously inputting additional information added to the card sent to said addressee and additional information added to the card sent to said card sending client.

7. (previously presented) An advertisement information providing system according to claim 1, further comprising:

advertisement identification information adding means for adding advertisement identification information for identifying non-visual advertisement information to said card; and

advertisement information output means for outputting non-visual advertisement information specified by said advertisement identification information, based on the advertisement identification information added by said advertisement identification information adding means.

8. (currently amended) An advertisement information providing system, comprising: card sending service providing means for providing a card sending service for sending a card attached with an optional message to a specified addressee;

preference trend input means for inputting preference trends of a card sending client;

advertisement information selection means for selecting advertisement information suitable for the preference trends of said card sending client input by said preference trend input means; and

advertisement information presentation means for presenting advertisement information selected by said advertisement information selection means to said card sending client,

wherein the selecting advertisement information includes that upon provision of a plurality of advertisement information from an advertisement provider the advertisement information selection means selects the advertisement information from the plurality of advertisement information;

wherein the addressee has been preliminarily determined by the advertisement provider upon selection of the advertisement information; and

wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the addressee for the selection.

9. (currently amended) An advertisement information providing method, comprising:

a card sending service providing step for providing a service for sending a card attached with an optional message to a specified addressee;

an advertisement information-adding step for comprising:

inputting preference trends of said addressee,

selecting advertisement information suitable for the input preference trends of said addressee, and

adding selected advertisement information to said card; and

an advertisement information presenting step for comprising:

inputting preference trends of a card sending client,

selecting advertisement information suitable for the input preference trends of said card sending client, and

presenting selected advertisement information to said card sending client,

wherein the selecting advertisement information suitable for the input preference trends of said addressee includes that upon provision of a plurality of advertisement information from an advertisement provider the selecting selects the advertisement information from the plurality of advertisement information;

wherein the addressee has been preliminarily determined by the advertisement provider upon selection of the advertisement information; and

wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the addressee for the selection.

10. (previously presented) An advertisement information providing method according to claim 9, wherein said advertisement information adding step selects a plurality of advertisement information suitable for the input preference trends of the addressee, displays a plurality of advertisement information selected for said card sending client, and makes said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information.

11. (previously presented) An advertisement information providing method according to claim 9, wherein advertisement information adding step, based on a card sending history for said card sending client, selects advertisement information suitable for the preference trends of said addressee except for advertisement information which has already been provided to said addressee.

12. (previously presented) An advertisement information providing method according to claim 9, further comprising:

an additional information change step for changing additional information to be added to said card, based on a utilization frequency of the card sending service by said card sending client.

13. (previously presented) An advertisement information providing method according to claim 12, further comprising:

a card sending step for sending a card added with said advertisement information and said additional information to said card sending client; and

a first advertisement information output step for outputting advertisement information specified by said additional information, by simultaneously inputting additional information added to the card sent to said addressee and additional information added to the card sent to said card sending client.

14. (previously presented) An advertisement information providing method according to claim 9, further comprising;

an advertisement information output step for adding advertisement identification information for identifying non-visual advertisement information to said card, and outputting the non-visual advertisement information specified by said advertisement identification information, based on the added advertisement identification information.

15. (currently amended) A computer readable recording medium having an executable advertisement information providing program thereon to control a computer by:

providing a card sending service for sending a card attached with an optional message to a specified addressee;

first inputting preference trends of said addressee;

first selecting advertisement information suitable for the input preference trends of said addressee;

adding selected advertisement information to said card;

second inputting preference trends of a card sending client;

second selecting advertisement information suitable for the input preference trends of said card sending client; and

presenting selected advertisement information to said card sending client,

wherein the first selecting advertisement information includes that upon provision of a plurality of advertisement information from an advertisement provider the first selecting selects the advertisement information from the plurality of advertisement information;

wherein the addressee has been preliminarily determined by the advertisement provider upon selection of the advertisement information; and

wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the addressee for the selection.

16. (previously presented) A computer readable recording medium according to claim 15, wherein said first inputting, said first selecting and said adding select a plurality of advertisement information suitable for the input preference trends of the addressee, displays a plurality of advertisement information selected for said card sending client, and makes said card sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information.

17. (previously presented) A computer readable recording medium according to claim 15, wherein said first inputting, said first selecting and said adding, based on a card sending history for said card sending client, selects advertisement information suitable for the preference trends of said addressee except for advertisement information which has already been provided to said addressee.

18. (previously presented) A computer readable recording medium according to claim 15, further comprising:

changing additional information to be added to said card, based on a utilization frequency of the card sending service by said card sending client.

19. (previously presented) A computer readable recording medium according to claim 18, further comprising:

sending a card added with said advertisement information and said additional information to said card sending client; and

outputting advertisement information specified by said additional information, by simultaneously inputting additional information added to the card sent to said addressee and additional information added to the card sent to said card sending client.

20. (previously presented) A computer readable recording medium according to claim 15, further comprising;

adding advertisement identification information identifying non-visual advertisement information to said card, and outputting non-visual advertisement information specified by said advertisement identification information, based on the added advertisement identification information.

21. (currently amended) An information providing system comprising:  
a card sending unit to send a card attached with an optional message to a specified addressee;

an input unit to input preference trends of said addressee;

a selection unit to select advertisement information to fit the preference trends of the addressee input by the input unit; and

an adding unit to add the advertisement information selected by the selection unit to the card,

wherein the selecting advertisement information includes that upon provision of a plurality of advertisement information from an advertisement provider the selection unit selects the advertisement information from the plurality of advertisement information;

wherein the addressee has been preliminarily determined by the advertisement provider upon selection of the advertisement information; and

wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the addressee for the selection.

22. (currently amended) An information providing method comprising:  
sending a card attached with an optional message to a specified addressee;  
inputting preference trends of said addressee;  
selecting first advertisement information to fit the input preference trends of said addressee;

adding the selected first advertisement information to said card;

inputting preference trends of a card sending client;

selecting second advertisement information to fit the input preference trends of said card sending client; and

presenting the selected second advertisement information to said card sending client,

wherein the selecting first advertisement information includes that upon provision of a plurality of advertisement information from an advertisement provider the first advertisement information is selected from the plurality of advertisement information;

wherein the addressee has been preliminarily determined by the advertisement provider upon selection of the advertisement information; and

wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the addressee for the selection.

23. (currently amended) A computer readable recording medium having an executable program thereon to control a computer by:

a card sending program part sending a card attached with an optional message to a specified addressee;

a first trend program part inputting preference trends of said addressee;

a first selection program part selecting advertisement information to fit the input preference trends of said addressee;

an adding program part adding the selected advertisement information to said card;

a second trend program part inputting preference trends of a card sending client;

a second selection program part selecting advertisement information to fit the input preference trends of said card sending client; and

a presentation program part presenting the selected advertisement information of said card sending client to said card sending client,

wherein the selecting advertisement information to fit the input preference trends of said addressee includes that upon provision of a plurality of advertisement information from an advertisement provider the first selection program part selects the advertisement information from the plurality of advertisement information;

wherein the addressee has been preliminarily determined by the advertisement provider upon selection of the advertisement information; and

wherein the plurality of advertisement information is selected so as to be suitable for the preference trends of the addressee for the selection.

24. (New) A method of providing advertising information, comprising:

inputting preference trends of an addressee;

selecting an advertisement to fit the preference trends of said addressee;

associating the advertisement with a card; and



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sending the card to the addressee.